

## Frame Your Design

Finding a sweet spot that's not too narrow or too broad

A design challenge articulates the problem you are trying to solve, and helps you define a scope that is neither too narrow nor too broad. This worksheet will guide you through a series of steps to get the right frame on your challenge and get started on the right foot.



### How to Use It

Start by taking a first stab at writing your design challenge down. It should be short and easy to remember. Try composing a single sentence that conveys the problem you want to solve.

Review and refine your question, and the information you used to get there, using the prompts in this worksheet. As you do this, you'll ask yourself:

Does my challenge drive toward ultimate impact, take into account context and constraints, and allow for a variety of potential solutions?

You'll dial those in, and then refine your challenge until it's one you're excited to tackle.

### What Next?

Framing the right design challenge is key to arriving at a good solution. A quick test we often run on a design challenge is to see if we can come up with five possible solutions in just a few minutes. If so, you're likely on the right track. Try this, and make tweaks as needed to get to the right framing and scope.



# Frame Your Design Challenge

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What is the problem you're trying to solve?

## 1. Frame this challenge as a question:

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## 2. Now state the key outcome you're trying to achieve:

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## 3. Write down important aspects of the context or constraints that you need to consider:

These could be shifts that we need to see in the ecosystem around the user, or factors that are technological, geographic or time-based.

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## 4. What are some possible solutions to your design question?

Think broadly.

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## 5. Does your original design question need a tweak? Try it again.

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# Frame Your Design Challenge

What is the problem you're trying to solve?

*There is inconsistent access to fresh and nutritious foods for students in schools. Many students, particularly those from low-income families, face challenges in accessing healthy food options on a daily basis. This lack of access not only impacts their physical health but also hinders their academic performance and overall well-being. There is not equitable access to healthy food options for all students.*

## 1. Frame this challenge as a question:

*How might we ensure that all students have consistent access to fresh and nutritious foods in school?*

## 2. Now state the key outcome you're trying to achieve:

*Our goal is to improve students' overall health and academic performance by providing consistent access to fresh and nutritious foods in schools.*

## 3. Write down important aspects of the context or constraints that you need to consider:

These could be shifts that we need to see in the ecosystem around the user, or factors that are technological, geographic or time-based.

*We'll focus on students from diverse socioeconomic backgrounds attending public schools. Contextually, we need to address factors such as budget constraints, dietary restrictions, and logistical challenges in food storage and distribution.*

## 4. What are some possible solutions to your design question?

Think broadly.

*What if we established partnerships with local farms to regularly supply fresh produce to school cafeterias at affordable prices? What if we invested in indoor hydroponic systems within schools to grow fresh produce on-site, reducing transportation costs and environmental impact? What if we redesigned parts of schools landscaping to include vegetable garden beds that would produce fresh food for the students and could be part of their learning?*

## 5. Does your original design question need a tweak? Try it again.

*How might we leverage school resources to create fresh food that is readily available and students can participate in the growth and harvesting of fresh food?*